

PSJ10 Exh 51

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**From:** Michael Perfetto <MPerfetto@actavis.com>  
**To:** Doug Boothe  
**Sent:** 2/20/2008 1:39:10 AM  
**Subject:** Programs  
**Attachments:** stragetic program tracking sheet.xls

<<stragetic program tracking sheet.xls>>

Let me know if I missed anything.

Your ADM.

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**File Provided Natively**

STRATEGIC PROGRAM TRACKING SHEET - Major Wholesalers							18-Feb-07
Account	Share (%)	Key Contact(s)	Contact Date(s)	Key Dates	Program Type	Notes	Est Value (RR)
ABC	6-8%	Marc Kulicki, VP Joe Lefebvre, Director	Fall '07, 12/7, 1/22, ongoing, ECRM, Trip to India	April 1 for Fentanyl	True' profit split (Distribution and Manufacturer profits) across complete Actavis range. Program would also include select new products and reset annually based on profit true-ups	Fentanyl requirements understood. Revised offer by 2/22. Fentanyl recall delay.	\$20M
Cardinal Health	6-8%	Craig Cowman, VP Hanna Watson (Almus)	Fall '07, Jan 5-12 (Bid), ongoing ECRM	March 7th (Morristown)	Private label deal for selected SOD products to be supplied under "Almus" label as primary Cardinal Source volumes. Lists prioritized and Actavis successful on multiple lines, including Alprazolam, Propranolol, Others. Leverage deal into Phase 2 and new products.	Contract being finalized. Approx \$10-\$12M in incremental business (annualized). First ships as soon as 4/1.	\$10-12M
McKesson	6-8%	Saul Factor (SVP) Ivan Elias (VP)	Fall '07, Jan 8 (SF), Feb 12 (GPhA), ongoing	March 11th (DCAT)	Private label deal for selected India-based ANDAs for exclusive (or semi-exclusive) US Distribution (e.g. Simvastatin) via McKesson One-Stop Program. 2008/09 Pipeline products of highest initial interest.	Enabled Propranolol win at McKesson (Feb '07), Potential on Clonidine, other SODs in interim.	\$5-8M
STRATEGIC PROGRAM TRACKING SHEET - Direct Chain Stores and Select Wholesalers/Distributors							18-Feb-07
Account	Share (%)	Key Contact(s)	Contact Date(s)	Key Dates	Program Type	Notes	
Morris Dixon	1%	Skipper Dickson (owner) and Dale Kelley (Generics purchasing lead)	Feb 20th (Divya and Mike Berryman)	Feb 29 for program bid	Proposed Actavis "Strategic Points Program" for targeted accounts. Accounts receive upfront payments and annual rebate based on # and value of incremental base and new products committed.	Awaiting 2/20 meeting feedback	
Longs	1.5%	JD McCall (Generics Buyer) & Frank Scorpiniti (VP OPS)	Fall '07, 12/14, and 1/9 (SF)	TBD	Proposed Actavis "Strategic Points Program" for targeted accounts. Account lacking Sr. Pharmacy lead, so MP and DB to approach VP Operations via personal contacts.	Proposed offer sent out 2/22. Currently with ABC with selected carve-out potential.	
Safeway	3%	Tonya Johnson Buyer	Fall '07, 1/10 (SF), ECRM	N/A	Proposed Actavis "Strategic Program" with pipeline overview. Safeway has decided to abandon direct purchasing and is reverting to McKesson One Stop program	In discussions regarding potential 'carve-out' portion of McKesson program (e.g. Diltiazem)	
Omnicare	2%	Dan Maloney (VP Purchasing)	Strategic Program in Place (since '05), 2/1/08	March 7 for program update	Updating existing Strategic Program with additional incentives for new 08/09 Actavis pipeline products. Recent wins on Finasteride via the existing Strategic Program	Proactive offers on new products with high LTC usage in place.	
Kroger/Peyton	3%	Bob Breetz - Director of Purchasing	Fall '07, 12/9, 1/14, ECRM	TBD	Proposed Actavis "Strategic Points Program" for targeted accounts. Update existing points program to drive additional distribution	Revised offer to be sent by 2/22	
Ahold	1%	Laura Schneider (Director Purchasing) John Fagan (SVP)	Ongoing, week of 2/25	Week of Feb 25th	Proposed Actavis "Strategic Points Program" for targeted accounts. Leverage existing account relationships to secure Strategic Program	Revised offer to be sent by 2/26. Leverage Rep relationship.	
ANDA	2%	Marc Falkin (VP Marketing) Jay Barret (VP Purchasing) Al Paonessa (President)	Fall '07, 12/18, 1/15, ongoing, D5ECRM		Expand existing strategic program (Fentanyl, Nifedipine) to include new 2008 approvals. Propose Actavis "Strategic Points Program" for targeted accounts. Update existing points program to drive additional distribution. Note - Watson is the owner of ANDA, but business operates independently (currently)	Compliance programs underway to drive additional Fentanyl and Nifedipine ER conversion.	
Supervalu	2%	Scott Johnson (VP)	Fall '07, 1/10, 2/13 (ECRM)		Proposed Actavis "Strategic Points Program" for targeted accounts. Pharmacy buyer recently exited to Taro, so a management gap currently in place.	Follow-up week of 2/25 with personal visit (Scottsdale)	
Kinray	1%	Steve Burns, Director	Fall '07, ongoing		Proposed Actavis "Strategic Points Program" for targeted accounts.	Follow-up week of 2/25 with personal visit (Whitestone)	
HEB	2%	Will Stripling, Buyer	Fall '07, 2/12 (ECRM)	N/A	Proposed Actavis "Strategic Points Program" for targeted accounts. Leverage existing account relationships to secure Strategic Program	Awarded all major new product launches. Solidify for balance of 2008 launches.	
Schnucks/GE	1%	Kevin Wingerter, Cat. Manager	Ongoing, ECRM		Proposed Actavis "Strategic Points Program" for targeted accounts. Leverage existing account relationships to secure Strategic Program	Awarded all major new product launches. Solidify for balance of 2008 launches.	
Publix	1%	Paul Hines, Director	Ongoing, ECRM		Proposed Actavis "Strategic Points Program" for targeted accounts. Leverage existing account relationships to secure Strategic Program	Awarded all major new product launches. Solidify for balance of 2008 launches.	
Walmart	5%	David Badeen, Pharmacy Buyer	Ongoing, 2/6, ECRM		Proposed Actavis "Strategic Points Program" for new distribution. Ongoing strategic discussion on bulk/compliance units in support of Walmart initiative	Revised offer to be sent by 2/28.	
Express Scripts	3%	Kevin McElfresh	Ongoing, ECRM		In consideration	TBD	
TOTAL (ex. ESI)	26%						
ECRM - meeting was 2/10/08 to 2/13/08.							